

**FIRE UP A BLUES.**

*You've never tasted a menthol like this before.*

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

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*The mellow smoke.  
P.M. Blues. It's a whole new shade of menthol.*



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